

## Message Text

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PAGE 01 WELLIN 01664 030600Z  
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STATE FOR CU/PC

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TAGS: EINV, SGEN, SOPN  
SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 51579

1. BUSINESS ETHICS IN NEW ZEALAND ARE GENERALLY OF THE HIGHEST CALIBER, AND THE ABSENCE OR DESIRABILITY OF CORPORATE CODES OF CONDUCT IN THIS COUNTRY HAVE NOT BEEN PUBLIC ISSUES BECAUSE THERE HAVE BEEN NO WIDESPREAD NEFARIOUS PRACTICES TO BE CORRECTED OR HELD IN CHECK. MOST MULTINATIONALS HERE PRESENT THEMSELVES, INSOFAR AS THEY CAN, AS NEW ZEALAND ENTITIES GENUINELY INTERESTED IN NEW ZEALAND'S WELFARE AND IMPROVEMENT. THE FOLLOWING EXAMPLES OF GOOD CORPORATE CITIZENSHIP WILL ILLUSTRATE.

2. LAST YEAR, A MAJOR CHEMICAL MULTINATIONAL WHICH PRODUCES A VARIETY OF FERTILIZER PRODUCTS IN A SMALL NEW ZEALAND CITY INTRODUCED A NEW PRODUCT LINE, THE MANUFACTURE OF WHICH INVOLVES EMISSION OF A PARTICULARLY NOXIOUS ODOR, ONE WHICH COULD NOT BE NEUTRALIZED TO THE COMPANY'S SATISFACTION BY ITS EXISTING EMISSION CONTROL EQUIPMENT. APPLICABLE REGULATIONS, BOTH FEDERAL AND LOCAL, WERE BEING MET BY THE EXISTING  
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EQUIPMENT, AND THE NEW EMISSION WOULD NOT SURPASS OFFICIALLY ACCEPTED STANDARDS. HOWEVER, THE CORPORATION FELT THAT, IN THIS INSTANCE, THOSE STANDARDS WERE NOT SUFFICIENTLY STRICT AND, UNDER NO PRESSURE WHATSOEVER FROM THE AUTHORITIES, INVESTED SEVERAL HUNDREDS OF THOUSANDS OF DOLLARS IN ADDITIONAL EMISSION CONTROL EQUIPMENT TO PREVENT THE ODOR FROM ENTERING THE

ATMOSPHERE.

3. A MAJOR OIL COMPANY HAS FOR YEARS SPONSORED A NUMBER OF WORTHWHILE PROGRAMS, IN SOME INSTANCES WITHOUT ANY PUBLIC RECOGNITION. FOR INSTANCE, THE CORPORATION SPONSORS AN ANNUAL COMPETITION AMONG PRODUCTION-LINE CARS TO DETERMINE RELATIVE RATES OF FUEL ECONOMY; THE RESULTS ARE PUBLISHED IN MOTORING MAGAZINES AND JOURNALS, AND ADVERTISED BY THOSE MANUFACTURERS WHOSE MODELS DO PARTICULARLY WELL. THIS FIRM ALSO SPONSORS THE COUNTRY'S LEADING VOICE COMPETITION, AND WINNING SINGERS COMPETE AT COMPANY EXPENSE IN CONTESTS IN AUSTRALIA. THE COMPANY SPONSORS A SERIES OF ENVIRONMENTAL STUDY GRANTS WORTH \$10,000 EACH YEAR; UNIVERSITIES, SCHOOLS, LOCAL GOVERNMENT BODIES, ENVIRONMENTAL PROTECTION SOCIETIES, AND INDIVIDUALS HAVE THE OPPORTUNITY UNDER THESE GRANTS TO PURSUE STUDIES OR PERFECT IDEAS IN THE ENVIRONMENTAL PROTECTION FIELD. THE CORPORATION HAS FUNDED A SEAT IN SOCIAL WELFARE AT AUCKLAND UNIVERSITY, WHICH HAS ENABLED THE UNIVERSITY TO OFFER A BADLY NEEDED POST-GRADUATE COURSE FOR SOCIAL WORKERS AMONG THE CITY'S LARGE POLYNESIAN COMMUNITIES. THE FIRM ALSO GRANTS FELLOWSHIPS TO TRADE UNION MEMBERS AND OFFICIALS TO STUDY INDUSTRIAL RELATIONS AND UNION ADMINISTRATION AND ORGANIZATION IN OTHER COUNTRIES. IN ADDITION, IT SPONSORS AN ANNUAL AWARD TO PERMIT A LIMITED OFFICIAL USE

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NEW ZEALAND JOURNALIST TO CARRY OUT AN AGREED RESEARCH PROJECT ABROAD, AND ANOTHER TO ENABLE INDIVIDUALS FROM NEW ZEALAND'S FISHING INDUSTRY TO STUDY FISHING TECHNIQUES AND TECHNOLOGIES IN OTHER COUNTRIES.

4. ANOTHER PETROLEUM MNC FUNDS STUDIES OVERSEAS BY INDIVIDUALS FROM EXPORTING INDUSTRIES TO STUDY NEW EXPORT POSSIBILITIES AND TO GAIN EXPERIENCE IN MARKETING ABROAD. FOR MORE THAN TWO DECADES, THIS SAME FIRM HAS SPONSORED THE "SILVER PLOUGH" COMPETITION TO SELECT A NEW ZEALAND PLOWING CHAMPION AND STIMULATE INTEREST IN IMPROVING AGRICULTURAL PRODUCTIVITY.

5. MANY NEW ZEALAND FIRMS, INCLUDING A LARGE NUMBER OF MNC'S, HAVE COME TO THE ASSISTANCE OF THE NEW ZEALAND CHAMBERS OF COMMERCE IN FUNDING AND OTHERWISE SUPPORTING AN ECONOMIC EDUCATION PROGRAM--AN EFFORT TO MAKE THE PUBLIC IN GENERAL, AND STUDENTS IN PARTICULAR, AWARE OF HOW A FREE ENTERPRISE ECONOMIC SYSTEM WORKS AND OF ITS ADVANTAGES OVER ALTERNATIVE SYSTEMS. UNDER THE BANNER "PROFIT IS NOT A FOUR-LETTER WORD," THE CAMPAIGN ENCOMPASSES THE PUBLICATION AND PLACEMENT IN

SECONDARY SCHOOLS OF A SERIES OF INFORMATIVE BOOKLETS,  
PROVISION OF SPEAKERS FROM THE BUSINESS COMMUNITY,  
AND AN INFORMATION PROGRAM AIMED AT SERVICE ORGANIZATIONS,  
COMPANY STAFFS, AND THE GENERAL PUBLIC. IN 1977, THE  
PROGRAM'S \$45,000 BUDGET WAS ENTIRELY FUNDED BY  
CONTRIBUTIONS FROM BUSINESS FIRMS, AND THE DIRECTOR  
OF THE PROGRAM, IN SPEAKING OF THE RESPONSE OF THE  
BUSINESS COMMUNITY, SAYS THAT SEVERAL FIRMS HAVE TOLD  
OR WRITTEN HIM THAT "YOU'RE NOT CALLING ON US AS MUCH  
AS YOU COULD" TO SUPPORT THE EFFORT. SELDEN

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## Message Attributes

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